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Iowa's Blueprint for Afterschool Available Online

On July 9 and 10, Iowa Afterschool Alliance released its much awaited *Iowa's Blueprint for Afterschool: Five Strategies for Ensuring Access to Affordable High-Quality Afterschool in Iowa for Children and Youth Ages 5-17*. The Blueprint is intended to start conversations, raise awareness and provide a plan for next steps for afterschool around the state. The *Blueprint* outlines five major strategies for ensuring that all children and youth have access to high quality afterschool programs in their communities. The Blueprint for Afterschool is available online at: <http://www.state.ia.us/government/dhr/iasa/images/2008%20Blueprint%20For%20Afterschool%202008%2007%2009%20ejb.pdf>



John Border welcomes the Iowa Afterschool Alliance to the Davenport Youth Fest.



Representative Cindy Winkler makes comments about the importance of Afterschool.



Mary Hillman introduces the Iowa Afterschool Alliance in Perry.

Check Out Iowa Afterschool Alliance's New Logo

With the release of *Iowa's Blueprint for Afterschool*, the Iowa Afterschool Alliance is unveiling a new look with a new logo. In the coming months, the IAA will be transitioning to the new logo. We appreciate your patience while we make this transition. You can view the new logo at: <http://www.state.ia.us/government/dhr/iasa/index.html>

Supporting Student Success (S3) State Leadership Team Continues the Process of Mapping the Framework Design and Implementation of Future Priorities!



An excerpt from the S3 Team's most recent published update:

The vision of the S3 State Leadership Team centers on the notion that the state of Iowa must play a strong leadership role in future afterschool efforts statewide. The S3 State Leadership Team recognizes that it is critical to develop an approach that focuses on community, family, and youth leadership, and that the state has a responsibility in establishing goals, accountability measures, standards, and a common vision that ultimately leads to extended learning opportunities for all children and youth in Iowa.

There are four important components in ensuring the success of the S3 effort:

- » Initial and Ongoing Evaluation of Quality- this process will use age-appropriate standards to evaluate the quality of afterschool programs
- » Strong Parent, Community and School Collaboration- this collaboration must involve shared goals by all members and should include joint trainings and events
- » Technical Assistance- this assistance should include professional development and should result in fostering partnerships
- » Promoting and Sharing Best Practices- this process will result in networking opportunities and involve an analysis of national and state models

The S3 State Leadership Team continues to meet monthly to map out the implementation plan and next steps for instituting a policy framework for afterschool at the state policymaking level in Iowa. Please contact Erin Drinnin at 515-243-2000 or edrinnin@sppg.com with questions.

“Refining Your “Elevator Speech”– Importance of Effective Communication

The importance of effective communication can be noted when working with media, community patrons, on fundraising efforts, and grant writing. Those who work in the afterschool arena must have an understanding of how to talk about their programs in order to best reflect the achievements and benefits of afterschool programs.

When you communicate about your afterschool program, take these things into consideration:

- » **Stay Away From Details** – When community members ask about your program, be sure you are prepared to be brief. Limit yourself to a succinct speech you could give to someone on an elevator or while standing in line for coffee.
- » **“Branding” Your Name** – Your program name is the first way that people in your community hear about your program. Develop a logo to “brand” your program name and use your program name often so that community members become familiar with it.
- » **Numbers** – Prepare a few statistics or numbers on the youth and children you serve. People in your community may like to hear about how many youth you serve, the number of sites your program has, or other quick pieces of information.
- » **Funding** – This is an opportunity to highlight innovative ways that your community has

used local, state, and federal resources to fund your afterschool program. When talking about funding, emphasize the creative and diverse ways you have secured resources.

- » **Noted Successes** – People like to hear about the successes that come as a result of afterschool programs. Share the contributions your program has made to enable kids in your community to achieve academic, personal, and social successes.



Monthly Guest Column from the Statewide Afterschool Networks Meeting Team

In late January of 2008, Iowa, along with the 37 other Statewide Afterschool Networks funded by the Charles Stewart Mott Foundation were invited to send teams of seven to the Statewide Afterschool Networks Meeting in Tucson, Arizona. Attendees learned the latest about afterschool policy and practice from guest speakers from around the nation. In the following months, each of the seven team members will take an opportunity to highlight parts of the meeting that they felt most helpful to their own work here in Iowa.

Tom Parks,
Kwik-Way Inc., Cedar Rapids

My overall impression of the National Network (Afterschool) meeting in Tucson can be summarized by the words “focused”, “integrated”, and “practical”. The focus on identifiable goals, integrated with already successful programs, and practical in the sense of being based upon clear presentations of actual field implementation, allowed participants to come away with concise achievable plans. Every aspect of ways to address needs leading to creating doable action plans was addressed. This covered the horizon from organizational methods to financing or engaging the community. Forty years of top management experience tells me that valuable answers were given to our Afterschool program planners. One could not avoid coming away with a reinforced dedication reflecting the powerful proof that “it is finally happening, all across the land and we can do it too!”

IAA Welcomes Jean Kuehl as Newest Board Member

As announced last month, the IAA recently welcomed new members to its Board of Directors. We have asked the board members to share some information about themselves and why they feel afterschool is so important, both personally and professionally. This month we will feature Ms. Jean Kuehl.

Jean Kuehl,
Assistant Director, Sixth Judicial District Department of Correctional Services

Jean Kuehl began her career as a VISTA volunteer which was prompted by her commitment to stewardship. She started working in community-based corrections in 1977. She worked for 10 years in residential services in a variety of positions (Counselor, Supervisor and Manager). For the next 19 years, Jean was responsible for oversight of field services. In 2007, Jean assumed responsibility for oversight of training, quality assurance, EBP/Organizational development, internal investigations, and the Community Corrections Improvement Association (foundation) programs. Jean has provided leadership in a variety of District

initiatives: restorative justice; EBP; workforce development; prevention programming, and leadership development. She is a member of APPA, ACA, Iowa Corrections Association, and NAPE. She has facilitated trainings at the local, state, and national level as well as worked as a consultant for NIC.



Below are her views on the afterschool programs.

“I am responsible for oversight of the CCIA (Community Corrections Improvement Association) programs. This foundation’s mission is to develop “solutions for safer communities”. One of our “niches” is the development of cutting edge and evidenced based programs for high risk youth, in response to identified gaps in community services. In short, we would rather invest in helping to grow healthy children on the front end than invest in prisons on the back end. We do our homework and there is a growing body of evidence that supports the importance of quality programming during out of school time. There is still a great need for advocacy so that the greater community understands the importance of this. That is why I’ve joined the Afterschool Alliance.”

Iowa Hall of Pride Offers Free Admission to All K-12 Students

The Iowa Hall of Pride is offering free admission to all K-12 students. The Iowa Hall of Pride is an interactive museum that tells the stories of Iowa’s communities and their heroes. The three A’s of Iowa- Academics, Athletics, and the Arts –come to life in the Iowa Hall of Pride. The Iowa Hall of Pride is located in downtown Des Moines on the Park Street across from Wells Fargo Arena. Adults can buy a ticket for \$5. For more information, go to their website www.iowahallofpride.com.

Upcoming Professional Development, Events and Funding Opportunities

Save the Date: Iowa School Age Care Alliance Leadership Day and Annual Fall Conference

The Iowa School Age Care Alliance (ISACA) is pleased to announce that this year’s Leadership Day and Annual Fall Conference will be held on September 26 & 27 at the University of Northern Iowa, Cedar Falls. This year’s theme is “School Age Care: A Foundation for the Future.” Please save this date on your calendar. ISACA anticipates it will be an amazing opportunity for school age care professionals!

[Click here](#) to access the Call for Proposal. Two presenters per proposal will receive free conference day registration. Presenters will be responsible for their own expenses (travel, copies, etc.). The deadline to submit proposal is July 1.

Check Out the Recently Launched Digital Library Afterschool Website

The project aims to bring more science and math enrichment into out-of-school time using resources from the Exploratorium's Digital Library. People visiting the site will learn about the various afterschool activities through digital videos, concept maps, links to other STEP resources, science explanations, educator tips and other related activities.

<http://www.exploratorium.edu/afterschool/activities/>



Join Every Child Matters in Iowa's "Step Up for Kids Day" on September 16, 2008

The national office of Every Child Matters is working to organize an event in all 50 states to draw public attention to issues affecting America's children such as poverty, health care, juvenile incarceration, child abuse and after-school programs. The event will kick-off nationwide at the National Press Club in Washington DC on September 16th. Supporters and advocates, volunteers and kids will gather on the steps of state capitols to highlight the needs of children and families.

To find more information on this event or on Every Child Matters, Iowa, please visit <http://www.everychildmatters.org/iowa/index.html>.

Save the Date: East Polk Interagency Association Presents an Event Featuring Marc Prensky

The East Polk Interagency Association will be presenting an event on Friday, October 3 at the Southeast Polk High School Auditorium. The presentation titled, "Technology and its Changing Relationship to School and Work will feature Marc Prensky, an internationally acclaimed speaker, writer, educator and consultant in the critical areas of education and learning. He is the author of Digital Game-Based Learning, and Don't Bother Me Mom-I'm Learning. The event will feature two sessions as listed below:

- » Morning session: "Overcoming Our Digital Immigrant Accents-Understanding the Implications of Emerging Digital Native Behaviors for Education, Training, and Learning."
- » Afternoon session: "Education and Learning in the 21st Century-How, Why, and What we Need to do Differently."

To register for this event, call Central Place (967-7806). Social work CEUs available.

Connecting the Pieces:

Iowa Community Education Association Fall Conference

The Iowa Community Education Association Fall Conference will take place on Friday, October 24, 2007 from 8:00 a.m. to 4:00 p.m. at the Courtyard Marriott hotel in Ankeny. A pre-conference reception will take place on Thursday, October 23 from 7:00 to 9:00 p.m. Beth Robertson, Executive Director of the National Community Education Association will serve as the keynote speaker. Some of the sessions include:

- » Exploring Changing Iowa Demographics and Legislative Prospects, Presenter: Erin Drinnin, Iowa Afterschool Alliance/Carmine Boal
- » Sustaining 21st Century Grants, Presenter: Mary Hillman, Perry PACES Program

The Conference is presented in collaboration with Character Counts! In Iowa, Iowa

Afterschool Alliance, Iowa Asset Building Coalition, Iowa PTA, Iowa State University and YMCA of Greater Des Moines.

To register online, go to www.iowacommunityeducation.org. For more information, please contact Martha McCormick, ICEA Executive Director at 515-979-3311.



Help Provided to Recover from Flooding in Cedar Rapids

If your youth program was affected by the flood, please contact Allison Roehrich of HACAP at aroehrich@hacap.org and share with her a list of supplies that you need help to get replaced. Allison has contacts with distributors-like Kaplan, and School Discount who are willing to offer very deep discounts to help groups recover.

Every Child Matters Education Fund Release a New Report

A new nationwide poll released on July 17 by Every Child Matters shows broad support among voters of all persuasions for expanded federal investments in children, youth and families. The poll was part of an Every Child Matters press event in Washington, DC, to release the second edition of 'Homeland Insecurity...Why Children Must Be a Priority in the 2008 Presidential Campaign'. The new report documents wide differences in child well-being among the states, and between the U.S. and other rich democracies. It calls for a 10-year/\$500 billion investment initiative to address such issues as child abuse, poverty, imprisonment, health insurance, after-school learning and pre-K.

[Click here](#) to see the new report, the remarks of the speakers, and new data comparing child well-being in US states to children in other countries.

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